

DEPARTMENTAL BUDGET INFORMATION

CULTURAL AFFAIRS (17)

MISSION

Advocate, coordinate and implement policies and programs that strengthen and promote our arts and cultural life, and facilitate the development of expanded activity in all areas of arts and culture for the benefit of those who visit, work and live in the City of Detroit.

DESCRIPTION

The Cultural Affairs Department since 1996 has advocated, coordinated and implemented appropriate measures to accomplish its mission with assistance from a 40-member Citizens Advisory Committee. Through the CityArts Program, the Cultural Affairs Department supports numerous organizations that contribute to the social stabilization of our neighborhoods.

MAJOR INITIATIVES/PLANNING FOR THE FUTURE

In May 1998, the Cultural Affairs Department published the ***Detroit Cultural Plan*** that provides the basis for all current and future programs of the department. The department's goals and objectives drive the Cultural Plan. The numerous strategies and recommended actions were created to assist the department in implementing the objectives. The department's major initiatives for 2002/03 are derived from the ***Detroit Cultural Plan***.

The Cultural Connection program that was launched in June 1998 transports senior citizens, youth ages 5-18 and public housing residents will continue. In fiscal year 2000/2001, the program transported 61,500 residents to cultural institutions where they experienced educational and cultural programs, such as hands-on workshops, special concerts, computer learning,

participatory lectures on exhibits and much more. This outreach educational program will continue in fiscal year 2002/2003 and we hope to transport 18,000 youth and senior citizens, 1,500 more than last year. All funds to operate this program are raised from the local corporate and foundation community.

The 18th annual ***Winter Gallery Crawl*** will be held on December 7, 2002. With corporate sponsorship and Gallery Crawl button sales, the department will generate sufficient funds to sponsor this not-for-profit event with 1,500 people in attendance. The Gallery Crawl is an important event because it brings new people to the greater downtown Detroit area and gets them into galleries where they support the small entrepreneurs and artists by purchasing works of art. This event contributes significantly to Detroit's economy and it creates a positive image of the city. We want to continue to grow this event because the more people who participate in the Gallery Crawl and travel from gallery to gallery via buses the more they will see and understand that Detroit has many wonderful galleries, shops and historical buildings and places to visit.

In 2001 the department had 25,000 copies of the second edition of the ***Detroit Cultural Map*** published and they will be distributed to all major bookstores in the greater Detroit area, such as Barnes & Noble, Borders, etc., making them accessible to thousands of people. The Detroit Cultural Map is a city street map that identifies the location of every city park, gallery, museum, recreation center, performance venue and theater, jazz and blues clubs, bookstores and public libraries, historic churches and more. Both

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residents and visitors will have a greater opportunity to locate, visit and appreciate these city assets as a result of the Detroit Cultural Map.

The Cultural Affairs Department believes that Detroit is poised to become a world class city by the end of this decade. We believe that Detroit's cultural institutions and programs are playing a major role in making this happen and we want to ensure that our cultural institutions and artists are positioned to benefit. Toward that end, we have created a *database* of cultural organizations and artists and a *website* with links to them that provide a plethora of information about these institutions and individuals that can be easily accessed on the Internet. By logging onto the City of Detroit Cultural Affairs Department, an Internet visitor can learn very quickly about the tremendous arts and cultural assets that the city has to offer.

The *CityArts* and *Mini Grant Programs* are significantly important for neighborhood stabilization. The five percent cut departments were told to make in their fiscal year 2001/2002 and 2002/2003 budgets has reduced the city's contribution to the CityArts Grant program from \$100,000 to \$50,000 from the private sector, which we will make every attempt to do. These two grant programs provide funding to many of Detroit's small and midsize arts and cultural organizations for programs they are conducting in our schools and neighborhoods. The programs these funds help to implement are making a difference in the lives of thousands of Detroit families, especially those in underserved communities.

For the past three years \$50,000 of CityArts grants have been awarded to arts education programs that are building enthusiastic, educated audiences for the future, and contributing to the economic, educational and social fabric of Detroit's neighborhoods.

The department has applied to the Michigan Council for Arts and Cultural Affairs for a \$100,000 Cities, Townships and Villages capital improvement grant for Detroit's historic Redford Theatre. Normally we would know by now if the annual CTV grant was to be awarded, but the decision will not be made until December 15, 2002. The grant will be used to upgrade and restore portions of this neighborhood theater, the last in Detroit. In the immediate vicinity of the theater there is a storefront retail area, two elementary schools, a middle school, high school, police station, library, senior citizen high-rise and two social service agencies. Upgrading the theater will contribute significantly to improving the neighborhood.

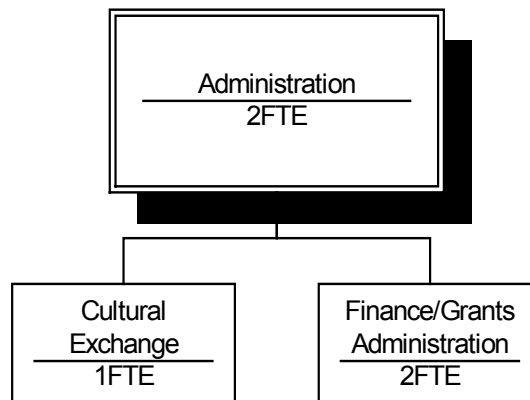
One of the most important undertakings the Cultural Affairs Department will continue in fiscal year 2002/2003 is the *Artspace* project we began in January 2001. A survey of 8,500 nonprofit organizations and artists throughout Michigan shows us that a minimum of 100 visual, performing and literary artists are interested in owning live/work spaces in downtown Detroit and at least 10 nonprofit arts organizations would like to have office, rehearsal and performance space in a downtown building. The Cultural Affairs Department has contracted with a planning firm in Minneapolis and the Greater Downtown Partnership to do a feasibility study of two or more buildings that could serve as the

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Artspace for artists and organizations. Such a space will be a great physical attraction for the city and will get one or more large downtown buildings back on the tax rolls.

The *Detroit Film Office* moved from the Mayor's Office to the Cultural Affairs Department in August 1998. For the past three years the Director and the Executive Secretary managed the film office and responded to an average of five film/TV/photo inquiries weekly. In fiscal year 2001/2002 three major films will be filmed totally or partially in the City of

Detroit, generating millions of dollars in revenue for the city. For example, the *Untitled Detroit Project* by Universal Studios will generate \$7 to \$9 million for the local economy. The department should have a full-time staff person designated to manage the film office. If we are to maximize the potential for filmmaking in Detroit, a dedicated person must be hired to handle the increasing numbers of inquiries that come to the Film Office in direct relationship to the positive media coverage that Detroit receives nationally.



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PERFORMANCE GOALS, MEASURES AND TARGETS

Goals: Measures	2000-01 Actual	2001-02 Projection	2002-03 Target
Improve the viability of the cultural arts industry in the city of Detroit:			
Amount of new non-City funding secured	265,000	293,600	421,462
Technical assistance to artists/cultural organizations	800	600	700
Number of people attending Winter Gallery Crawl	650	1,045	1,500
City Arts Grant Program support to Detroit cultural org's	150,000	150,000	150,000
Mini Grant Program support to Wayne County org's	149,600	149,600	149,600
Respond to film industry related inquiries	150	175	190
Act as a clearinghouse for cultural affairs activities, and as resource center for cultural org's, funding sources & public:			
Entries in artists/arts and cultural organization database	2,080	3,096	3,500
Link CAD web site to artists and organizations web sites	30	40	50
Increase public participation in and accessibility to the cultural arts for the citizens of Detroit:			
Number of media interviews given regarding the Arts	67	70	60
Number of Cultural institution location maps printed and distributed	25,000	25,000	0
Number of citizens transported to cultural institutions through The Culture Connection Program	15,500	16,500	17,000
Seek creative ways of making arts education programs to youth & seniors, promote arts training for artists of all ages:			
Number of CityArts Grant proposals received & dollars given to projects for youths and seniors	60,000 – 27 orgs	50,000 – 27 orgs	50,000 – 27 orgs

Note: \$285,000 of this amount was raised to pay for the design, fabrication and installation of the "Millennium Bell" public sculpture, all through the Detroit Economic Growth Association, a 501 {c} (3) nonprofit organization.

**The reduction in numbers of Culture Connection riders is traced directly to the Detroit Public Schools strike. In September-October 1998, 658 and 1,745 students respectively rode the Culture Connection buses. In September 1999 no students rode the buses and in October only 666 did, down 1,737 student riders in 1998. We assume that many teachers never received the brochure that was mailed to all principals in early August.

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EXPENDITURES

	2000-01 Actual Expense	2001-02 Redbook	2002-03 Mayor's Budget Rec	Variance	Variance Percent
Salary & Wages	\$ 267,310	\$ 291,924	\$ 308,329	\$ 16,405	6%
Employee Benefits	143,434	145,689	157,213	11,524	8%
Prof/Contractual	41,189	66,000	46,000	(20,000)	-30%
Operating Supplies	3,639	10,500	10,500	-	0%
Operating Services	465,352	460,907	563,748	102,841	22%
Capital Equipment	-	-	-	-	0%
Capital Outlays	79,330	-	-	-	0%
Other Expenses	33,238	91,800	51,650	(40,150)	-44%
TOTAL	\$ 1,033,492	\$ 1,066,821	\$ 1,137,440	\$ 70,619	7%
POSITIONS	5	5	5	0	0%

REVENUES

	2000-01 Actual Revenue	2001-02 Redbook	2002-03 Mayor's Budget Rec	Variance	Variance Percent
Rev from Use of Assets	\$ -	\$ -	\$ -	\$ -	0%
Grants/Shared Taxes	331,566	306,135	433,500	127,365	42%
Sales & Charges	-	25,000	22,562	(2,438)	-10%
Contrib/Transfers	-	80,000	50,000	(30,000)	-38%
Miscellaneous	-	-	-	-	0%
TOTAL	\$ 331,566	\$ 411,135	\$ 506,062	\$ 94,927	23%

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